

REMARKS

Applicants thank the Patent Office for the careful attention accorded this Application and respectfully request reconsideration in view of the Amendment above and remarks set forth below.

In response to the Office Action mailed August 30, 2007, Applicants have canceled Claims 1-30 without prejudice or disclaimer, and added new claims 31-75, which are based, in part, on deemed allowable Claims 439-480 in copending Application No. 09/695,744. Applicants reserve the right to continue prosecution of the canceled Claims in one or more Continuation Applications.

New Claims are directed to an Internet-based brand marketing communication network allowing members of a brand management team to communicate directly with consumers shopping along electronic commerce (EC) enabled Web-sites, and serviced by programmable Multi-Mode Virtual Kiosks (MMVKs) driven by server-side components and managed by brand management team members and/or authorized parties. As claimed, brand management team member can use a first Web-based subsystem to select the display modes for automatic display.

Applicants will file under separate cover, a Terminal Disclaimer to avoid any possible basis for rejection under the judicially-created obviousness-type double patenting doctrine in view of copending U.S. Application No. 09/695,744.

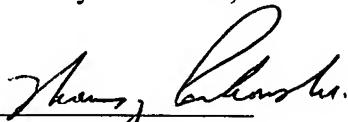
In view therefore, of the Amendment and Remarks set forth above, the present invention defined by Claims 31-75 is firmly believed to be neither anticipated by, nor rendered obvious in view of the prior art of record, and that the present application is now in condition for allowance.

Applicants previously paid for three (3) independent claims and thirty (30) claims in all. After amendment, two (2) independent claims and forty five (45) claims in all remain.

Enclosed in payment of the excess claims fees of \$375.00 for fifteen (15) excess claims not previously paid for, is Thomas J. Perkowski, Esq., P.C. Check No. 7226. Applicants still qualify as a small entity in the USPTO.

The Commissioner is hereby authorized to charge any fee deficiencies to Deposit Account 16-1340.

Respectfully submitted,



Dated: February 29, 2008

Thomas J Perkowski, Esq.
Attorney for Applicant
Reg. No. 33,134
Thomas J. Perkowski, Esq., P.C.
Soundview Plaza
1266 East Main Street
Stamford, Connecticut 06902
203-357-1950
<http://www.tjpatlaw.com>

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Date: February 29, 2008